

Amendments to the Claims:

1-47. canceled.

48. (currently amended): A method of linking an image or video to metadata contained in a network resource, said method comprising:

receiving data corresponding to an image or video;

correcting or adjusting for a geometric orientation of the data; and then

calculating a fingerprint or signature as an identifier from the corrected or adjusted for data;

providing at least a sub-set of the fingerprint or signature to a network resource to identify metadata associated with the image or video, wherein the metadata is associated with - but separate from - the fingerprint or signature and the ~~image~~ data; and

receiving from the network resource at least some of the metadata associated with the image or video.

49. (previously presented): The method of claim 48, wherein the metadata comprises at least one of a URL, image, audio or video.

50. (previously presented): The method of claim 48, wherein correcting or adjusting for a geometric orientation of the data comprises at least one of scaling, rotating or translating.

51. (currently amended): A method of linking an image or video to metadata contained in a network resource, said method comprising:

receiving image or video data;

correcting or adjusting for a geometric orientation of the image or video data;

interrogating a network resource through use of a fingerprint or signature derived or determined from inherent attributes of image or video data to identify metadata associated with the image or video data, wherein the metadata is associated with - but separate from - the fingerprint or signature and the image or video data; and
providing identified metadata.

52. (previously presented): The method of claim 51, wherein changing a geometric orientation of the data comprises at least one of scaling, rotating or translating.

53. (previously presented): The method of claim 51, wherein the identified metadata comprises at least one item from a group comprising: a URL, image, audio and video.

54. (currently amended): A method of linking an image or video to metadata contained in a network resource comprising:

receiving image or video data from a wireless device;

correcting for distortion in the received image or video data; and then

comparing a fingerprint or signature representing inherent characteristics of the corrected image or video data to a plurality of records, wherein each record includes at least image or video characteristics;

upon a successful match with a record, identifying metadata associated with – but separate from – the fingerprint or signature and at least one of: i) the record or ii) image or video data; and

providing identified metadata to the wireless device.

55. (previously presented): The method of claim 54, wherein the identified metadata comprises at least one of a URL, image, audio or video.

56. canceled.

57. (previously presented): The method of claim 54, wherein the wireless device comprises a wireless telephone.

58. (currently amended): A method of linking an image or video to metadata contained in a network resource, said method comprising:

receiving data corresponding to an image or video;

correcting or adjusting for a geometric orientation of the data, wherein the image or video comprises an orientation component steganographically embedded therein, and wherein said correcting or adjusting utilizes the orientation component;

calculating a fingerprint or signature identifier from the data;

providing at least a sub-set of the identifier to a network resource to identify metadata associated with the image or video; and

receiving from the network resource at least some of the metadata associated with the image or video.

59. (currently amended): The method of claim 51 wherein the image or video data comprises an orientation component steganographically embedded therein, and wherein said correcting or adjusting utilizes the orientation component.

60. (previously presented): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining data corresponding to a media signal;

correcting for or realigning a geometric or alignment characteristic of the data representing the media signal; and then

deriving a fingerprint or signature from the corrected for or realigned data representing the media signal;

interrogating a network resource with at least a sub-set of the fingerprint or signature to identify metadata associated with the media signal; and

providing at least some of the identified metadata associated with the media signal.

61. (previously presented): The method of claim 60 wherein the media signal comprises an orientation component steganographically embedded therein, and wherein said correcting for or realigning utilizes the orientation component.

62. (previously presented): The method of claim 60, wherein the metadata comprises at least one of a URL, image, audio or video.

63. (currently amended): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining media;

realigning or adjusting for a geometric orientation or alignment characteristic of the media; and then

~~interrogating a network resource through use of~~ providing a fingerprint or signature derived or determined from inherent attributes of the media to a network resource to identify metadata associated with the media; and

providing or receiving identified metadata.

64. (previously presented): The method of claim 63 wherein the media comprises an orientation component steganographically embedded therein, and wherein said realigning or adjusting for utilizes the orientation component.

65. (previously presented): The method of claim 63, wherein the metadata comprises at least one item from a group comprising: a URL, image, audio and video.

66. (currently amended): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining media;

correcting for distortion in the media; and then

~~interrogating a network resource through use of~~ providing a fingerprint or signature attributes calculated or derived from the corrected media to a network resource to identify metadata associated with the media; and
providing or receiving identified metadata.

67. (previously presented): The method of claim 66 wherein the media comprises a steganographic orientation component, and said correcting utilizes the steganographic orientation component.

68. (previously presented): The method of claim 66 wherein the attributes comprise at least one of a hash, fingerprint or signature.

69. (previously presented): The method of claim 51 wherein the inherent attributes of the changed image data comprise a plural-bit identifier.

70. (previously presented): The method of claim 69 wherein the plural-bit identifier is derived from the image data as at least one of a fingerprint, hash or signature.

71. (previously presented): The method of claim 63 wherein the inherent attributes of the changed media comprise a plural-bit identifier.

72. (previously presented): The method of claim 71 wherein the plural-bit identifier is derived from the image data as at least one of a fingerprint, hash or signature.

73. (previously presented): The method of claim 66 wherein the attributes comprise a plural-bit identifier.

74. (previously presented): The method of claim 73 wherein the plural-bit identifier is derived or calculated from the media as a fingerprint, hash or signature.

75. (new): The method of claim 66 wherein the media comprises at least one of an image, video or audio.

76. (new): The method of claim 63 wherein the media comprises at least one of an image, video or audio